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February 9, 1992

Outdated
Document retention - prog

ISSUES REFRESHER AND UPDATE

1. The following are reminders and updates.

2. They are not full or polished messages. They are checklists of points and ideas.

3. Do not forget the Spokesperson's Guide.

4. Other basic sources are mentioned below.

5. We can provide more specific materials and suggest more specific answers on short notice if necessary.

2501111075

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Primary issue

Based on statistical associations, smoking is a risk factor

A risk factor is not necessarily a cause

It is simply a recognition that statistical associations exist.

There are many (sometimes hundreds) of reported risk factors for many diseases

Many factors determine whether a person actually contracts an illness -- exposure, genetics, lifestyle, environment, etc.

PM encourages decisions by informed adults

It does not encourage smoking by children

A question of lifestyle choice, which should be left to individuals

PM believes that adults around the world are fully informed of the reported risks

It believes that informed choices can be, and are, made by adults

2501111076

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Addiction

A badly misused term -- consider coffee, chocolate

An appropriate definition includes objective physiological criteria

Note the large numbers who have stopped, or reduced, their smoking

Merely because others do not stop smoking upon government demand does not mean that they are "addicted"

Smokers do not lack power to control their own behaviour

The motivations for smoking are poorly understood, but they plainly include matters of temperament and individual taste

PM believes that smokers can and do make free and voluntary choices

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Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

ETS

The science remains disputed and inconclusive

Very difficult to control for other factors

- Diet is said by some to cause most cancers
- Environment is clearly important
- Cooking and heating fumes
- Radon
- Bird-keeping
- Some 300 "risk factors" for heart disease

Very difficult to get accurate statements of smoking status

Any risk that may exist is very small

Small risks are especially difficult to verify

Meta-analysis is disputed and scientifically controversial

Some indications of minor, transitory problems in young children -- ear and throat problems

Key references: on the science, the McGill, Armitage and Lee books

Key references: on health scares, the Skrabanek and Digby Anderson books

2501111078

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

EPA

Its proposed decision would not result in any concrete regulatory actions

EPA's first justification for its proposed conclusion was severely criticised by Scientific Advisory Board

A political document, based on political judgments

Heavily criticised by scientists - many opposing comments

Akin to all of the health and safety scares to which the U.S. is prone

- Apples and herbicide (alar) (no risk, despite EPA)
- Red meat, butter
- Coffee is bad because of caffeine, but decaffeinated coffee is also bad
- Do not eat halibut, keep birds, get divorced, or have divorced parents
- Asbestos (overstated by EPA)
- Radon (20 to 30 percent overstated by EPA)
- Dioxin (repeated changes of position)
- Pesticides (10,000 times greater consumption of natural carcinogens than man-made pesticides, etc.)
- Additives (minor compared to contamination, poor storage, etc.)

A true "rush to judgment"

Key sources: the Lee and Armitage books, although neither deals with EPA except in passing

2501111079

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Pregnancy

A primary issue question

Sometimes misleadingly claimed to be an ETS issue because of asserted effects on the foetus

PM does not encourage pregnant women to smoke

It encourages pregnant women to consult their physicians regarding any questions about their personal activities

No one should add to the fears and anxieties of pregnancy by loose claims about ETS

2501111080

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Steenland paper on heart disease in JAMA

Adds no new research

Assumes absence of any misclassification of smoking status

Inadequate discussion of bias

Poor discussion of other risk factors ("confounders")

A poor summary and analysis of the work of others ... nothing new

2501111081

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

IAQ

Most problems result from poor design, maintenance or utilisation of buildings

Many causes, and smoking is only a minor factor

Smoking bans cannot cure SBS -- witness EPA's building. The causes there are now said to be multiple and complex

Odours do not equate with dangers, and odourlessness is not a sign of safety. Roses are safe, but CO is dangerous

The basic issues are annoyance and taste

The real answers are proper building design and maintenance, coupled with tolerance and accommodation

Recent article by Turner and others confirms that good design and maintenance can work

If necessary, separate facilities are appropriate, but they should be fair and convenient for all

It is an issue of taste and the rights of everyone should be protected

PM itself is active in looking for good ventilation technology -- FACT

Key sources: the Binnie and Crawford chapters in the Armitage book, and Robertson's presentation at McGill

2501111082

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

IAQ standards

We face three principal risks:

- unduly low constituent standards (nicotine, RSP, VOCs, etc.)
- the use of odour perception tests for good IAQ (Fanger)
- unduly vague and general rules which invite bans (EC occupational health directives)

We support:

- reasonable ventilation rates
- reasonable constituent levels for basic factors

We oppose:

- discriminatory ventilation rates where there is smoking
- needlessly burdensome demands for separate ventilation systems
- unreasonable constituent limits

ASHRAE 62-89 is helpful

Its revision could be unduly rigid and harmful

Revisions are now threatened by ASHRAE, CEN, etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Social costs

Cannot rightly assume that smoking causes all cases of all the illnesses with which smoking is reportedly associated

Applied literally, risk-benefit analyses would ban skiing, skateboards, motorcycles, etc., as well as dietary factors such as alcohol, salt, red meat and butter

Punitive taxes based upon lifestyle are discriminatory forms of social engineering

Real goal should be to protect and encourage informed individual choice

2501111084

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Warning labels

PM does not oppose efforts to give the public accurate information about the reported risks

Elaborate warning mechanisms already exist

PM does not attempt to undermine their effectiveness

PM does oppose punitive, costly and extremist messages which distort the science and are designed to frighten or panic the public, rather than to inform them

2501111085

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Advertising

PM does not advertise to children

The best econometic studies show that advertising bans do not reduce smoking or discourage people from starting

Recent Finnish study of results of 1977 Tobacco Act shows only a modest decline among males (much less than in the UK or Netherlands, where advertising occurs) and an increase among women. Smoking proportion was highest among those in their 20s, most of whose lives have been without advertising

The industry advertises to win market share

Advertising bans deny rights of free speech

Sponsorship is different from advertising

Sponsorship is essential for the support of important cultural and social activities

The advertising of lawful, genuine products should not be restricted because they bear the names of tobacco products

Key sources: the Grunert introduction and the Waterson paper at the Windsor conference; the Luik book regarding the Canadian decision

2501111086

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Litigation and regulatory issues

Finland

Australia

U.S. litigation. Supreme Court

Broin v. PM

OSHA

EPA

Discrimination against smokers
- U.K. case
- 21 U.S. states now have anti-discrimination laws

EC product liability directive

Proposed EC general safety directive

Proposed EC advertising directive

Proposed U.S. new OSHA legislation

2501111087

Source: https://www.industrydocuments.ucsf.edu/docs/xjwk0000

Overall legal advice

The writer Terence Rattigan gave it:

> "By all means be careful what you say to the press. But don't in any case feel too badly. Whatever you say, they will only lie about it anyway."

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